



## Judging Paris Hilton

### *Dufry proudly launches the Paris Hilton signature fragrance in Aruba with a look alike competition*

It is certainly not our place to judge Paris Hilton, celebrity socialite, film star, fledgling author, and fashion icon, but it was our job to choose the lucky young lady of Aruba that most resembled the famed Paris, both in appearance and demeanor. The Dufry shop of quality fragrances and famed cosmetic lines located on the main street of Oranjestad was the location for the competition this past Thursday afternoon, and it was filled to overflowing for this effervescent event.

The audience was buzzing with anticipation, and the judging panel was in place, ready for the fun to begin. The panel was a diverse group, consisting partly of Rona Coster and Rosalie Klein representing the print media, Tessa Pietersz, the host of ATV's Trend Alert and a former Miss Aruba, and Jean-Francois Picot, Executive Vice-President of Phillip Gerard Enterprises, the distributors of Paris Hilton fragrance in the Caribbean. Joining them on the panel were Milly Lacle, Dufry co-owner with husband Richard, and finally Ronchi de Cuba, master designer for his fashion house Trash, and an icon of style and beauty in Aruba. There were some surprises for the audience and judges, when the nine contestants made their way down the staircase in a cloud of the Paris Hilton scent, as not all were tall and blond, as one would expect. However, this contest was not only about looking like Paris Hilton, it was about capturing her mystic, her vivacity and charisma, just as it is captured by her new eau de perfume. "The fragrance opens with a sheer sophistication that personifies its creator Paris Hilton...with a brilliant flirtatious charm, this head-turning fragrance can be dressed up or down for both day and evening wear," and the winner of the Miss Popularity title Gina Ferrari certainly turned heads with her charm and flirtatious manner.

First runner up for the look-alike title was young, Melanie Duran, vivacious and playful. Finally, Mistress of Ceremonies, Ximana Lampe, Dufry's Purchasing and Marketing Coordinator announced the winner; fresh and lovely, tall and blond, Ygraine Ras, eighteen years old, won a trip to Miami and a one year contract with Ronchi de Cuba's Knockout Model Agency. All of the various Paris Hilton looks for the various entrants were the achievement of Dufry make up consultant Rafael Bautista.

We found in a world where new designer fragrances are launched weekly, this light floral scent with touches of frozen apple and peach nectar offers a charming accompaniment to any mood. It is available at the Dufry shop on the main street and at the airport, dressed in packaging of Paris Hilton pink, her favorite color, and in coordinated products such as body lotion and bath gel.